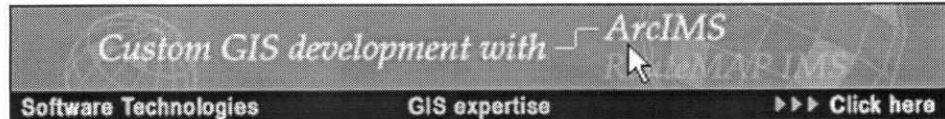


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Thursday, March 07, 2002

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Letters to the Editor

Mapping Solutions to Poverty

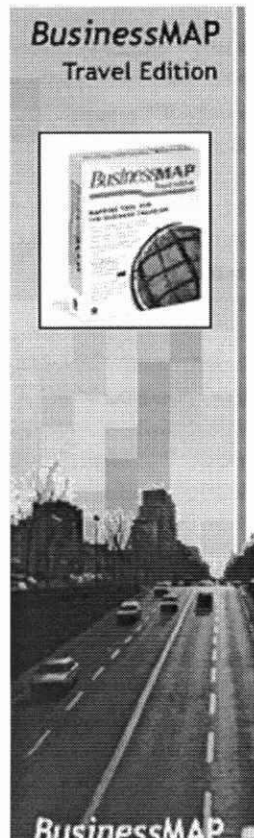
The Y2K issue is causing companies to work together in ways that have never occurred before. My small non-profit, Cabrini Connections, is attempting the same thing.

We are using GIS mapping (see ArcNEWS, Fall 1998) in a marketing campaign aimed at mobilizing volunteers, donors and business partners to build and sustain long-term efforts to help kids born to poverty move to careers. Without maps which show an entire city and every concentration of poverty, it is too easy for media and volunteers to find only the most visible neighborhoods of need, or programs with celebrity leaders, like Michael Jordan when they want to do a story or offer help.

Yet with a map we can easily see that the most visible neighborhoods and programs only serve a very small percent of the kids in need. With a map we can begin to look at shared efforts to help kids in every neighborhood, with real accountability (A dot on the map shows that service is, or is not, in a neighborhood. If it's not there, those children have no help). I invite your readers to look at our Web site, www.tutormentorconnection.org to see examples of our use of GIS mapping, along with the Internet and other creative marketing tools to mobilize help for every neighborhood. Furthermore, I invite readers to see how this is a shared vision, with much room for improvement and new owner/partners.

Ending poverty and creating tax papers and consumers out of 15 million at-risk kids is as important for the long-term future of America as fixing the Y2K problem is for the short term. I hope that you and your industry will want to join with us in this

Mapping Tool for the Business Traveler



effort, and in sustaining this effort for the generation we will need, just for one first grader to become one fully employees GIS expert some 20 years later.



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A horizontal banner advertisement. The top part has a dark background with a globe on the left and the text "Custom GIS development with ArcIMS" in a light font. Below this, there are three sections: "Software Technologies", "GIS expertise", and "Click here" with a right-pointing arrow. The background also features faint text "MAP IMS" and a mouse cursor icon pointing at the "ArcIMS" text.

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